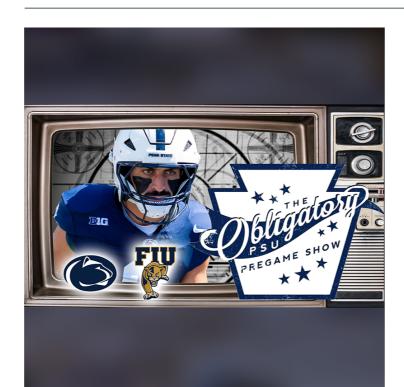
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All eyes on Happy Valley this fall: game days, giving, growing connections, and a thoughtful branding op-ed.



NEWS Happy Valley Becomes America's Saturday Showcase

This past Saturday, under a more beautiful Blue and White sky than the most emotive artist could paint and with perfectly temperate "football weather" to defy even Grantland Rice's fertile imagination, Penn State kicked off a season widely expected to evolve into a championship chase, one universally agreed upon as a campaign of consequence for the Nittany Lions and their head coach.

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What Penn State Can Learn from Cracker Barrel's Branding Misstep

When Cracker Barrel quietly updated its branding in August 2025, it likely anticipated a modest refresh—not a fullblown crisis. But the removal of Uncle Herschel, the iconic image of an elderly man seated beside a barrel, sparked immediate backlash. Customers called the update "sterile" and "soulless."...

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NON PROFIT

What Sustainable Fundraising Really Looks Like

If your nonprofit is stressed out, burned out or flaming out, this story is for you.

Nonprofits nationwide and across Happy Valley are feeling the squeeze: Grants have been cut, costs keep rising and needs are growing. How is your nonprofit organization managing the pressure? Many dedicated community groups are trying to do more with less—less time, less staff, ...

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NEWS Introducing the Connectors: Michelle Crowl and Bernie Ryan

Meet Michelle Crowl, a familiar force for innovation and connection in Happy Valley. She jokes that, like many, she once planned to escape to warmer climates after graduation— ...

Bernie Ryan brings decades of experience and heart to the local community, with roots stretching back to State College visits in the 1960s.

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... and Last Week's Connectors here.



In case you missed it. We can't wait to meet you! Penns Valley Pedals and Pints Buggy up! If you hear this term, it means you're on your bike in Penns Valley, Centre County, PA and an Amish buggy is heading your way. Millheim is home of Penns Valley Pedals and Pints, one of the biggest consistent road riding bicycle clubs in the county. If you are hearing, "buggy

up," you know you're in for a fun evening of beautiful ... **READ MORE**







Happy Valley Upcoming Events. Don't miss out! Read more.



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Director of Procurement, Penn State University., University Park, PA. \$97,100–\$145,700 a year. Read more.

THE Happy Valley Highlights

Lion Bash Thursday September 4 Read more.

Don't Miss FoundersFest Friday, September 5th. Read more.

HappyValley Launchbox is for the whole community not just students. Have a business idea and don't know where to start? We got you! Read more.

Downtown State College First Friday, Friday September 5 Read more.

Support Local, independent businesses: This week at Pine Grove Hall + Flour & Stone. Read more.

Coming in Spring – Happy Valley You're in Luck. Read more.

Centre Daily Times: Hotels, expansions and more: What's happening at these Centre County construction sites? Read more.

Full list of Key Happy Valley Events you do not want to miss out on. Plan now 'til end of year. Click here.

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